

Abstract of the Disclosure

1 A system and method for the presentation of advertisements is present. According to
2 one embodiment, a number of impressions of an advertisement message are presented over a
3 computer network such as the Internet to a variety of viewer computers. Depending on the
4 actions taken by the viewers (e.g., whether the Viewer selects the advertising message and
5 accesses a web-link to the advertiser's web-site), bonus exposure (e.g., an additional number
6 of impressions provided to the viewers) of the advertising message is given.